

MULTICHANNEL

Barneys embraces natural beauty through multichannel spring campaign

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By RACHEL LAMB

Department store Barneys New York is looking to connect with women of all ages through its Tree Time campaign, a multichannel effort that focuses on the natural beauty and talents of women at different points of their lives.

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The campaign will star fashion model Penelope Tree, but other talents include ballet dancers, bloggers and musicians who inspire greatness in others. Tree Time is expected to debut through print, in-store, mail and digital channels.

“Barney's stance for natural beauty is great and should continue as a living mantra on its site, editorial features and in-store,” said Paul Farkas, New York-based president of Social.TV and transmedia producer for [The Water Tank Project](#).

“Brands will increasingly become media houses as carefully chosen and crafted campaigns will warrant serious production and consumer engagement spend,” he said. “[Also], 'Tree Time' should extend seasonally and keep growing branches.

“This jumps in line with the major push we are already seeing by luxury brands for influencer-brand ambassador networks.”

Mr. Farkas is not affiliated with Barneys, but agreed to comment as an industry expert.

Barneys was not able to respond before press deadline.

Timing is key

Ms. Tree was chosen to head the campaign because she is a beautiful, free-spirited fashion icon who is intelligent, sophisticated and inspires greatness in others, claims Barneys.

Other women in the women's spring 2012 campaign include blogger Jane Aldridge, musician and model Sybil Buck, art director Sofia Sanchez, fashion editor and street stylist Julia Sarr-Jamois, ballerina Julia Saund, model and musician Sarah Ruba and model and actress Marine Vauth.

The women were all discovered at different points in their lives and have unique talents.

The campaign, directed by Dennis Freedman, is what Barneys CEO Mark Lee called, "a strong statement for the diversity and individualism of modern fashion."



Ms. Tree for Barneys

Tree Time will appear in Barneys' store windows on Madison Avenue in New York and in its 2012 women's spring mailer.

The campaign will also show up in digital channels including Barneys' blog The Window and on the main Web site at <http://www.barneys.com>.

Branching out

Rather than using hyped-up celebrities or other talents, Barneys seems to prefer using lesser-known icons in the fashion industry or real people.

For example, Barneys tapped up-and-coming design students, models, actors and musicians from New York to promote new inventory for its Co-Op line to emphasize the

collection's urban, edgy spirit.

The catalog, called "New York Stories," came out last fall ([see story](#)).



Barneys' New York Stories catalog

Barneys could be trying to make itself more approachable by using muses to whom typical consumers can relate.

This feat is also accomplished by making this a multichannel campaign.

Since the women in Tree Time are all different ages and from distinct backgrounds, it could potentially attract a wide age range.

Therefore, these consumers are likely to use different channels to interact with Barneys.

"Multichannel marketing is so much an inherent necessity for brands today, that it should largely be assumed as part of marketing campaigns," Mr. Farkas said. "Now, it is less about whether multiple platforms are used and more about how and why they are integrated in the production phase.

"Luxury brands need to consider including fresh enhanced or extended content along different channels to speak to the modern affluent consumer," he said. "There is a delicate balance between clever campaigning and just re-purposing content or adding more noise at consumers' touchpoints."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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